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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:



APPLICATION NUMBER: 10/017,630
FILING DATE: December 14, 2001
FIRST NAMED INVENTOR: MATZ
GROUP ART UNIT: 3629
EXAMINER NAME: Ouellette, Jonathan
ATTORNEY DOCKET NUMBER: BS01378

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Director:

The Assignee respectfully requests entry and consideration of the references listed on the enclosed PTO 1449 Forms. Because this Supplemental Information Disclosure Statement is submitted after a first office action has issued, the Assignee herewith includes the 37 C.F.R. § 1.17 (p) fee of \$180.

If the Office has any questions, the Office is invited to contact the undersigned at (919) 387-6907 or scott@wzpatents.com.

Respectfully submitted,

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Scott P. Zimmerman, Reg. No. 41,390
Attorney for Assignee



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Description	Pages
CAULEY, LESLIE, "Microsoft, Baby Bell Form Video Alliance," The Wall Street Journal , September 26, 1994	3
"allNetDevices: - Report: Interactive TV Soon to Become Direct Marketing Tool," allNetDevices, www.devices.internet.com/com_cgi/print/print.cgi?url=http://devices.../report_interactive.html , (11/16/01) pp.1-2.	2
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"power, flexibility, and control," RespondTV, www.respondtv.com/whyspond.html (11/16/01) pp. 1-2.	2
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"What is Wink?", www.wink.com/contents/whatiswink.html , (11/16/01) p. 1 of 1.	1
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"Nielsen Media Research – Who We Are & What We Do," www.nielsenmedia.com/whoweare.html , (10/11/01) pp.1-4.	4
www.actv.com , Screen Print, 10/8/2000	8
"ACTV, Inc. Offers Exclusive Preview of 'Individualized Television' at Official All-Star Café," Business Wire, Sept. 16, 1998.	3
"ACTV's HyperTV & 'Individualized Television' to be Powered by Sun Microsystems' JavaTV Technology," Business Wire, Apr. 21, 1999.	4
Whitaker, Jerry, "Interactive TV: Killer Ap or Technical Curiosity?", Broadcast Engineering, Dec. 1999.	3
Dickson, Glen, "Digital TV gets specifically directed," Broadcasting & Cable, June 5, 2000.	2
Reed, David, "The future is digital," Precision Marketing, v. 13, n.51, pg. 27, Sept. 21, 2001.	4

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Application Number	10/017,630
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First Named Inventor	Matz
Group Art Unit	3629
Examiner Name	Ouellette, Jonathan

Attorney Docket Number

BS01378

U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
		6,236,975		Boe et al.	05-2001	
		5,796,952		Davis et al.	08-1998	
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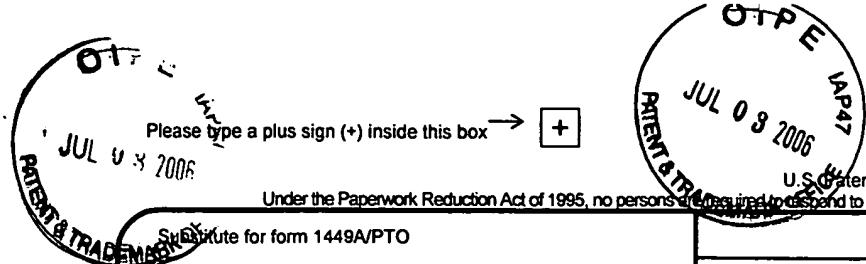
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		CAULEY, LESLIE, "Microsoft, Baby Bell Form Video Alliance," <u>The Wall Street Journal</u> , September 26, 1994	
		"allNetDevices: - Report: Interactive TV Soon to Become Direct Marketing Tool," allNetDevices, <u>www.devices.internet.com/com_cgi/print/print.cgi?url=http://devices.../report_interactive.html</u> , (11/16/01) pp.1-2.	
		"Liberate Technologies – Solutions," Digital Cable Two-Way, <u>www.solutions.liberate.com/architecture/dc2.html</u> , (11/16/01) p. 1 of 1.	
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		"Liberate Technologies – Solutions," Liberate Connect Suite, <u>www.solutions.liberate.com/products/connect_suite.html</u> , (11/16/01) pp. 1-2.	
		"Liberate Technologies – Solutions," Liberate imprint Server TM , <u>www.solutions.liberate.com/products/imprint_server.html</u> , (11/16/01) p. 1 of 1.	
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		"Spike High Performance Server Array," Mixed Signals Technologies, Inc., <u>www.mixedsignals.com</u> , <u>itvinfo@mixedsignals.com</u> (2000) p. 1.	
		"power, flexibility, and control," RespondTV, <u>www.respondtv.com/whyrespond.html</u> (11/16/01) pp. 1-2.	
		"It just clicks!," RespondTV, <u>www.respondtv.com/inaction.html</u> , (11/16/01) pp.1-2.	

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		"The Wink System," Wink System Diagram, www.wink.com/contents/tech_diagram.html , (11/16/01) p. 1 of 1.	
		"What is Wink?," www.wink.com/contents/whatiswink.html , (11/16/01) p. 1 of 1.	
		"How Wink Works," What is Wink: How wink works, www.wink.com/contents/howitworks.html , (11/16/01) p. 1 of 1.	
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		Dickson, Glen, "Digital TV gets specifically directed," Broadcasting & Cable, June 5, 2000.	
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